

# IMPLEMENTATION PROTOCOL

## Effect of a Mailed Brochure on Appointment-Keeping for Screening Colonoscopy

*Using a research-tested intervention program to develop  
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-Based Programs To Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at  
[http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm).

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

### I. Program

Effect of a Mailed Brochure on Appointment-Keeping for Screening Colonoscopy. Principal Investigator: Thomas Denberg, MD, PhD

### II. Program Administration: Type of Staffing and Functions Needed

#### Primary Care Physician

- Refers appropriate patients for screening colonoscopy

#### Clinical or Administrative Assistant

- Identifies intervention participants
- Personalizes and prints brochure for mailings
- Sends brochure to participants

### III. Program Delivery

**For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.**

#### A. Program Materials

Preventing Colon Cancer: a one-page, two-sided patient education brochure addressing reasons for non-adherence to screening colonoscopy among patients aged 50 years and older.

## **B. Program Implementation**

The steps used to implement this program are as follows:

Step 1: Identify potential program participants: men and women aged 50 years and older who receive referrals for screening colonoscopy from their primary care physician.

Step 2: Personalize “Preventing Colon Cancer” brochure to include primary care physician’s name and contact information for the endoscopy lab scheduling unit.

Step 3: Mail “Preventing Colon Cancer” brochure to program participants within 10 days of referral.

## **IV. Program Evaluation**

**For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”**

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.